Elite REWARDS

How Gift With Purchase Programs Increase Sales Without Discounts

Gift With Purchase (GWP) programs offer a structured way to increase sales without lowering prices. Instead of reducing margins through discounts, businesses provide added value through rewards, encouraging customers to spend more while maintaining pricing.

01

MAINTAIN PRICING POWER

GWP programs allow businesses to drive sales without reducing prices, helping maintain margins and protect brand value.

02

INCREASE AVERAGE ORDER VALUE

Customers are encouraged to spend more to qualify for a reward, naturally increasing overall transaction value.

03

ENHANCE PERCEIVED VALUE

Adding a reward creates a stronger sense of value compared to discounts, making purchases more appealing.

04

DRIVE FASTER DECISIONS

Limited-time GWP offers create urgency, encouraging customers to complete purchases more quickly.

05

DIFFERENTIATE YOUR BRAND

GWP programs provide an alternative to standard promotions, helping businesses stand out in competitive markets.

06

BUILD CUSTOMER LOYALTY

Reward-based experiences are more memorable than discounts, encouraging repeat purchases and long-term engagement.

Facts & Statistics

Loyalty and incentive programs increase customer engagement by **up to 30%**

Source: Incentive Research Foundation

+1 866-385-3451
info@eliterewards.biz
www.eliterewards.biz